



Building Environment Conservation Heroes



FINAL IMPACT REPORT 2021

Name of the college:	St. Ann’s College for Women, Mehdiapatnam, Hyderabad
Teacher convener:	A.M.Sylaja
City/state:	Hyderabad, Telangana
Name of reporting person:	A.M.Sylaja
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1. About your Echo Project

a) Introduce your project journey in brief. Share your experience from the ideation of the project idea to its implementation. What are the key learnings? Highlight your top three best achievements or outcomes (150 words)

Our project started from scratch through the WWF ECHO Volunteers initiative. We were intrigued by the idea and decided to tackle the food waste situation best suited to the pandemic and virtual initiatives. However, we didn’t know the profound implications of the food waste problem until we started working on it.

We started off keeping a specific target audience in mind and tailor-made our content to reach everyone and was easy to implement.

We were able to assess the impact each individual could make if they would implement our suggestions and alternative to throwing away food.

Top 3 best Outcomes:

- Creation of useful virtual content on food wastage in the form of videos, memes, Instagram stories, comics, posters, and reaching out to the youth to raise awareness on the problem.
- Survey analysis was done to know the factors causing food wastage, and the mindset of the participant's in tackling the issue. The form received more than 120 responses
- We had an unexpected bigger Social Media Reach to the youth through all of our social media platforms which showed exponential growth and increasing interest and engagement, as is visible from the stats and analysis reports attached below.

Our idea of repurposing food consumption to avoid food wastage could be converted into a business model to create beauty products from food waste and to increase the sustainability of these products. They could be marketed online, as there was several positive feedback about the products and a wish to buy them instead of making them.

The image shows two screenshots of a Twitter Analytics page for the account 'Food Formulae' (@FoodFormulae). The top screenshot displays the '28 day summary' with the following data: 40 Tweets, 1,742 Tweet impressions (up 8,610.0%), 2,670 Profile visits (up 1,400.0%), and 8 Followers (up 2). Below this is a navigation bar with 'Analytics', 'Home', 'Tweets', and 'More'. The bottom screenshot shows the same analytics summary, followed by a section for 'May 2021 - 24 days so far...'. It features two 'TWEET HIGHLIGHTS': a 'Top Tweet' about DIY beauty products from food waste, and a 'Top media Tweet' for a cucumber, potato, and aloe vera eye mask. The eye mask tweet includes an image of the ingredients and a link to a photo on Twitter.

Account home
Food Formulae @FoodFormulae

28 day summary with change over previous period

Metric	Value	Change
Tweets	40	
Tweet impressions	1,742	↑8,610.0%
Profile visits	2,670	↑1,400.0%
Followers	8	↑2

Analytics Home Tweets More

Account home
Food Formulae @FoodFormulae

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May 2021 - 24 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 117 impressions
Beauty products that take less than 10 minutes to prep, are a 100% DIY and straight from the Kitchen!
(Cut down on your food waste in the process too!)

Top media Tweet earned 63 impressions
Cucumber, Potato Aloe Vera Eye mask for Dark circles: pic.twitter.com/t4KRjDmBC5

Top Follower followed by 88 people



YOUR TOOLS AND RESOURCES

Professional Dashboard

Last 30 Days ▾



Recent Highlights

You reached +116% more accounts in the last 30 days compared to Mar 26 - Apr 24.

Track Your Performance

You reached 1,114 accounts in the last 30 days, +116% compared to Mar 26 - Apr 24.

Overview

1,114
Accounts Reached +116% >

415
Content Interactions +90.3% >

Your Audience See All

146
Total Followers +17.7%

Content You Shared



See All Insights >

Grow Your Business

Promotions >



Food formulae

Questions Responses **61**

61 responses



Accepting responses

Summary Question Individual

Name

61 responses

Rufida Ramsha

V.NAGA RAJESWARI

Hafeeza Mumtaz

K.Keerthi

Upadhyayula vasantha naga santhoshi

Ruqaya Fatima



38 Posts **146** Followers **4** Following

Food Formulae

Product/Service

"An initiative to repurpose food consumption".

St. Ann's College for Women Mehdipatnam, Hyderabad,...

Hyderabad,...

youtube.com/channel/UcaJWErsPpixHxWyho9mD...

Edit Profile

Promotions

Insights



Recipes



Twitter



Competition



Facts



View Professional Dashboard



38 Posts 146 Followers 4 Following

Food Formulae

Product/Service

"An initiative to repurpose food consumption".

St. Ann's College for Women Mehdipatnam,

Hyderabad,... more

youtube.com/channel/UcaJWErSpixHxWyho9mD...

Edit Profile

Promotions

Insights



Recipes



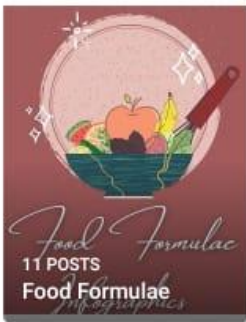
Twitter



Competition



Facts



Recipes



Twitter



Competition



Facts





Edit Profile Promotions Insights





Food Formulae
109 subscribers

[CUSTOMIZE CHANNEL](#) [MANAGE VIDEOS](#)

HOME **VIDEOS** PLAYLISTS CHANNELS DISCUSSION ABOUT 🔍

Uploads [PLAY ALL](#) ☰ SORT BY

<p>APPLE SCRAP VINEGAR 1:20</p> <p>Homemade Vinegar from Apple Scraps! No views · 2 minutes ago</p>	<p>5 Uses of Stale Bread! 2:00</p> <p>Here's How to use Stale Bread! No views · 6 minutes ago</p>	<p>Perfume with Orange Peels 1:01</p> <p>How to make Homemade Perfume using Orange... No views · 12 minutes ago</p>	<p>ORANGE PEELS FOR HAIR GROWTH 1:16</p> <p>Here's why you should use Orange Peels for Stronger... 7 views · 7 hours ago</p>	<p>Rice water & gram flour face mask 1:15</p> <p>Rice water and Gram flour (Besan) Facemask for... 18 views · 16 hours ago</p>
<p>BIOPESTICIDES USING ONION PEELS 1:20</p> <p>How to make Homemade Biopesticide using Onion o... 12 views · 16 hours ago</p>	<p>ONION HAIR MASK FOR BEAUTIFUL, HEALTHY, LONG HAIR 1:10</p> <p>How to make Onion Hair Mask for Beautiful, Long,... 36 views · 1 day ago</p>	<p>HONEY GINGER LEMON COUGH DROPS 2:16</p> <p>Homemade Cough Drops with Honey, Ginger & Lemon! 26 views · 1 day ago</p>	<p>RIDGE GOURD PEEL SNACK 1:00</p> <p>Use Ridge Gourd Peels to Make a Delicious Snack!... 32 views · 1 day ago</p>	<p>HEALTHY BENEFITS OF WATERMELON RINDS 1:15</p> <p>Don't throw away those Watermelon Rinds! Here's... 40 views · 5 days ago</p>

Channel analytics

[ADVANCED MODE](#)

[Overview](#) [Reach](#) [Engagement](#) [Audience](#)

Dec 30, 2020 – May 24, 2021
Lifetime

Your channel has gotten 1,058 views so far



Realtime

● Updating live

109
Subscribers

[SEE LIVE COUNT](#)

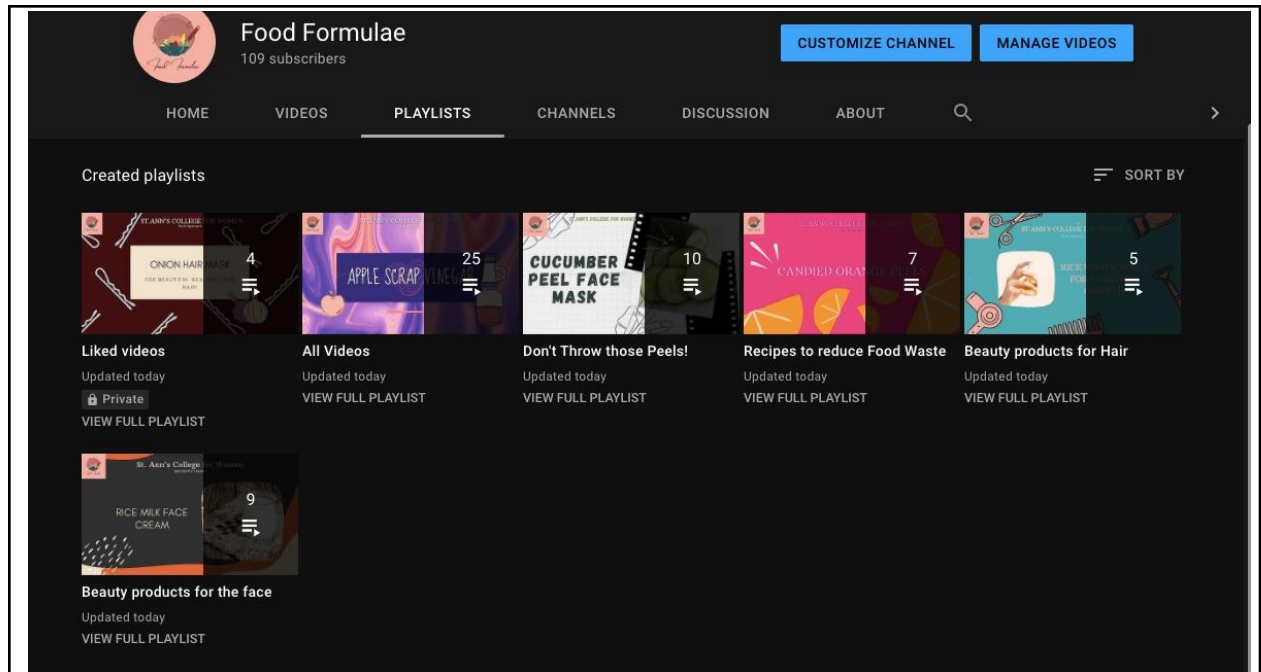
305

Views · Last 48 hours



Top videos Views

- How to make Onion Hair Ma...** 35
- Use Ridge Gourd Peels to M...** 31
- How to make a Refreshing S...** 30



b) What were/are the critical environmental issues that your Echo project addressed? (100 words)

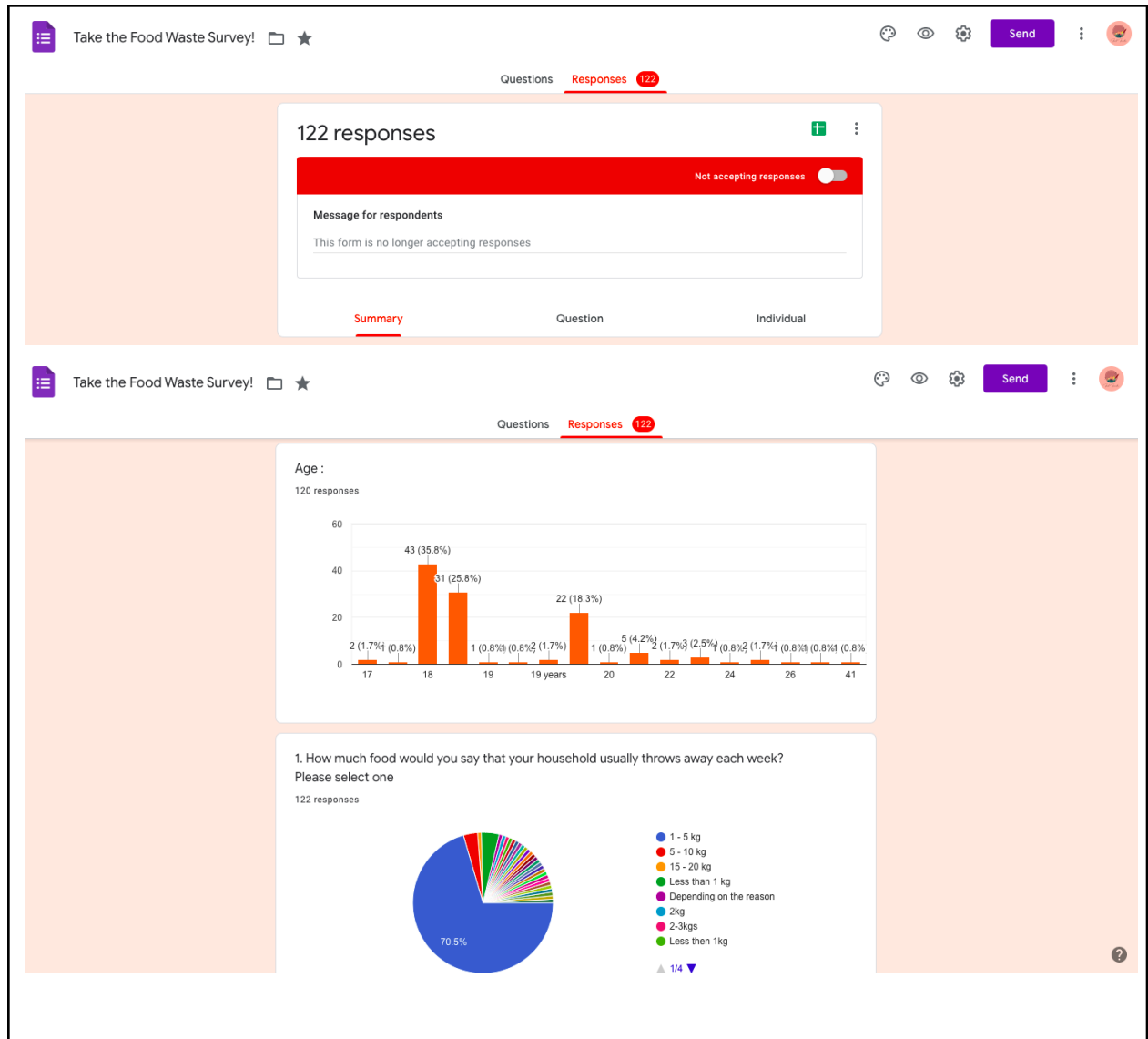
Our project was created keeping the harmful effects of food waste disposal in mind. Almost 26% of global greenhouse gas emissions are caused due to food disposal (OurWorldInData).

An individual wastes about 50kg of food per year, and we aimed to provide alternatives to using this food waste rather than disposing of it.

Our survey based on a Google Form with more than 120 responses measured the environmental impacts of the growing, producing, transporting, and storing of our food— from the natural resources consumed to the pollution produced to the greenhouse gases emitted.

Link to survey:

<https://drive.google.com/file/d/17FmfKE9SfrBxBvR5LShtC1q978aIGSj/view?usp=drivesdk>



c) Which SDGs did you address through project activities? Highlight the key activities that contributed to the SDGs under your project. (150 words)

Through our work, we hope that we have impacted the following SDGs:

1. SDG 12-Ensure sustainable consumption and production patterns:

By incorporating the simple lifestyle changes and alternatives we suggested, the way people consume was hopefully impacted.

2. SDG 13-Take urgent action to combat climate change and its impacts:

As the amount of food waste that reaches the bins and landfills is reduced, the amount of greenhouse gases released is also reduced. Thus climate change could be combated at an individual level through this initiative.

How will you rate your Echo Project?		
	Tick as appropriate	Justify in brief
The Project idea is generic and has multiple views to address the theme of Echo 2021	<input type="checkbox"/>	No
The project idea has a specific idea/solution which is not generic	<input checked="" type="checkbox"/> -	Our initiative was aimed to suggest beauty products and food recipes using food parts that are usually discarded. We tried to help households become 0 waste generators by repurposing food.
We innovated this project idea. It is unique, conceptualized by our team and directly addresses the theme of Echo 2021	<input checked="" type="checkbox"/> -	Yes. This was a complete brainstorm idea and was not copied or plagiarised from anywhere. We built upon the project as we went through it. We were not able to find similar initiatives online.
Do you think your Echo project is replicable and scalable? Tell us which criteria does your project fits the best.		
	Tick as appropriate	Justify in brief
Project is adaptable and can be replicated in other parts of the country	<input checked="" type="checkbox"/> -	Our project was made keeping in mind that every household could adopt these measures. The ideas proposed are generic and targeted at Health and wellbeing. We hope it can be scaled up and replicated all over the country.
Project is specific to the target population and can be replicated to the areas where the specific target population is present	<input type="checkbox"/>	No
Project is too dependent on local factors and depends on the resources available locally only hence, and cannot be scaled up	<input type="checkbox"/>	No

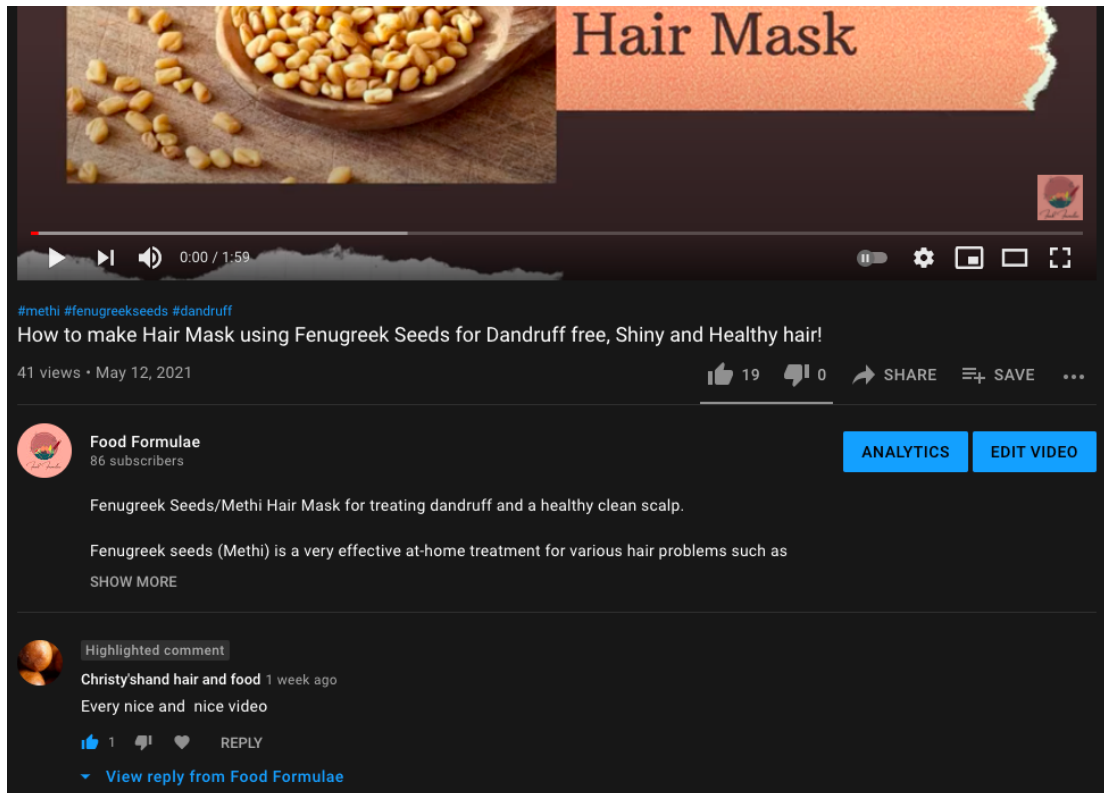
Did your Echo project have a clear Impact ? Tell us more		
Is the Impact of your project clearly measurable	Yes/No Yes	Justify in brief We were able to assess the impact of our project using social media reach analytics ,and our survey was able to give us insights into the gravity of the situation.
No. of people engaged (directly and indirectly both)	Direct engagement= 1,494 Indirect engagement= 5,325	Provide some background of people engaged Direct engagement: 109 subs+146 followers insta+248 webinar participants + 61 participants for poster competition + 8 Twitter followers +800 Whatsapp broadcast contact list+ 122 survey responses = 1,494 Indirect engagement: 1058 views on Youtube + 1114 Instagram reach + 2670 Twitter profile visits + 483 Whatsapp status views= 5,325
What is the impact of your project in terms of outreach	We were able to impact a significant amount of people across states. We assume around 7,000 (6,819) people were reached through initiative both directly and indirectly.	
How sustainable do you think your Echo project is?		
	Tick as appropriate (multiple selection allowed)	Justify in brief
We have developed a project implementation plan to continue the project for at least one year	<input checked="" type="checkbox"/> Yes	We hope to continue posting awareness and alternatives to food in terms of beauty products focusing on our Youtube channel.
The project is financially sustainable	<input checked="" type="checkbox"/> - Yes	The beauty products made are almost free of cost and require little to no extra materials. Everything is made using kitchen materials and food items.
The project has a strong business model and it has a good scope for fundraising through CSR	<input checked="" type="checkbox"/> - Yes	Our project was made keeping the business model in mind and can be scaled up to meet corporate levels.

<p>Is your project Environmentally sustainable? Can the project progress in the resources available within the environmental limits (Keep these points in mind when you frame your response:</p>	<p>Yes/No <i>yes</i> <i>yes</i></p>	<p>Describe briefly</p>
<p>1. <i>Does the business model enable absolute decoupling of economic growth from environmental damage?</i></p>	<p>1. Yes.</p>	<p>1. If our initiative was a business model, it would decouple environmental damage from economic growth since we do not use resources from the environment and use already available resources.</p>
<p>2. <i>Does it rely on nature providing materials or services for free?</i></p>	<p>2. Yes?</p>	<p>2. We do not use any extra unrelated services or materials provided by nature. We only use food produce that could potentially go to waste.</p>
<p>3. <i>Does it rely on unfair terms of trade?</i></p>	<p>3. No</p>	<p>3. No trade involved</p>
<p>Briefly describe any other initiatives taken : 'Food Formulae' was started off as an initiative to suggest alternative use of food products as homemade beauty products. We further extended the initiative to include various other products and recipes using potential food waste such as candied orange peels, biopesticides, ridge gourd peel snack etc.</p>		
<p>Share Social media channels of your project, if any Youtube Channel: https://www.youtube.com/channel/UCaJWErsPpixHxWyho9mDFDw Instagram Account: Food Formulae (@foodformulae) • Instagram photos and videos Twitter Account: https://twitter.com/FoodFormulae</p> <p><i>Tell us about how many followers you have for each handle?</i> 146 Instagram Followers 109 Youtube Subscribers 8 Twitter Followers 2 LinkedIn Connections</p> <p><i>What kind of posts/ stories did you post on your handles?</i></p>		

We made sure to provide content in all graphic mediums. We made videos, reels, posters, memes, infographics, comics, guides/virtual booklets, recipe books, facts, polls, quizzes to make sure we could interest as many people as possible.

What is the profile of your followers?

Most of our followers are women and enthusiastic youth. A few influential beauty bloggers subscribed to our channel and gave us kind remarks:



The image shows a YouTube video player interface. The video title is "Hair Mask" and the description is "How to make Hair Mask using Fenugreek Seeds for Dandruff free, Shiny and Healthy hair!". The video has 41 views and was posted on May 12, 2021. The channel name is "Food Formulae" with 86 subscribers. A comment from "Christyshand hair and food" is highlighted, stating "Every nice and nice video".

Video Player: The video player shows a thumbnail of a wooden bowl filled with yellow fenugreek seeds. The title "Hair Mask" is displayed in a large, dark font on an orange background. The video progress bar is at 0:00 / 1:59.

Video Description:
#methi #fenugreekseeds #dandruff
How to make Hair Mask using Fenugreek Seeds for Dandruff free, Shiny and Healthy hair!
41 views · May 12, 2021

Channel Information:
Food Formulae
86 subscribers

Video Content:
Fenugreek Seeds/Methi Hair Mask for treating dandruff and a healthy clean scalp.
Fenugreek seeds (Methi) is a very effective at-home treatment for various hair problems such as
SHOW MORE

Comment:
Highlighted comment
Christyshand hair and food 1 week ago
Every nice and nice video
1 like, 0 replies
REPLY
View reply from Food Formulae

← Comments

... for the initiative that we have taken up to at least change what we can.

#wwf #volunteers #wwfvolunteers
#savefood #dontwastefood
#kitchenwaste #reusing #beautyproducts
#usingnaturalproducts #peels #fruits
#vegetables #coconut #leaves
#foodforthought #foodconsumption
#foodstagram #remedies
#instagram #instagood #wwfindia
#zerowastehome #zerowasteliving
#bestzerowastebeautyproduct
#zerowaste #sustainable #lifestyle

13m · Edited

 **bethlucyblogs** Wow!! So so great 🌞 and thank you for sharing 🍌🍋🌍♻️

5m 1 like Reply

 **science_obsracon**
@bethlucyblogs thank you, do support the Initiative from wherever you belong to ❤️

1m 1 like Reply

Recent subscribers

Last 90 days



Dainty Daisy Merchandise

283 subscribers



Nawal Basha

3 subscribers



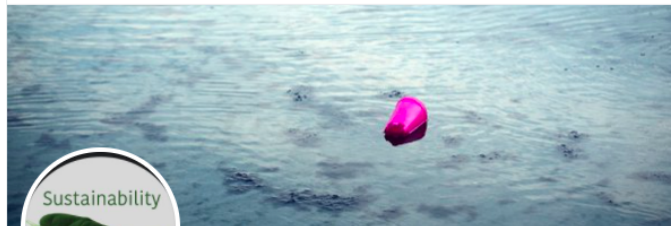
Sara Khan fa

0 subscribers

[SEE ALL](#)

← SustainabilityTrends

235.4K Tweets



⋮ Follow

SustainabilityTrends

@SustainTrends

The definitive AI bot for Sustainability Trends

📅 Joined January 2021

159 Following 5,152 Followers



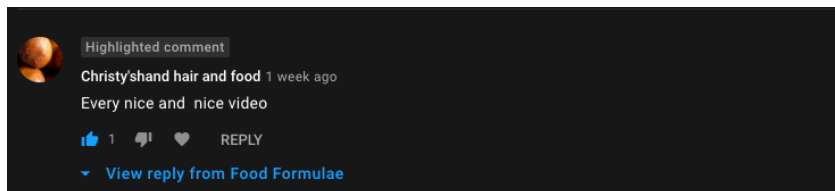
SustainabilityTrends Retweeted your Tweet

8% of greenhouse gases heating the planet are caused by food waste.

#ClimateAction 🌍

Did you receive any media coverage, if yes, share the screenshots or link to articles

NO. We did get positive feedback from bloggers but no media coverage.



2. Challenges

List the challenges that you have encountered during your project. Looking back, what would you do differently?

The pandemic posed a really big challenge since it limited us to have only virtual interaction and engagements. We weren't able to reach out or market our social media accounts or innovations as much as we had planned too.

We tried to level up our work and tried to involve the followers too by asking them to participate in polls, video making, quizzes and all.

Looking back, we would have planned out our social media posts a bit differently and tried to keep that our focus from the strat. We were hoping to make sellable and economical beauty products and market those as a means to do some ground and charity work which wasn't achievable. Our Main focus was to minimise the food wastage and reuse or repurpose the edible food waste into useful beauty products which can be used at household level only. In order to convert our idea into a

business model, Collection of waste from source, its storage and converting into a marketable product ,requires some more research and experimentation which we could not make due to the current pandemic situation.

3. Way forward

How do you wish to continue your project? Share your ideas and vision with us

We hope to continue with our project by building up on our social media accounts, specifically our youtube channel which has shown positive growth for the past 2 months.

We hope to keep generating content that would help reduce food waste alongside providing ideas to homemade beauty products.

4. Introduce your team

Who comprised your team? Share brief introduction (1-2 sentences) to each of your team members (pictures can be included)

1. Tanisha Mantry

Was in charge of the Instagram handle. An absolute pro at Social Media management! Most of the spontaneous content was made by her. The unsaid leader and torch bearer, the brains behind most of the reels, comics, memes, guides, recipes on instagram

2. Laraib Kehkashaan

Was in charge of the Youtube Channel and Twitter Account; The brains behind the editing and content management. Great sense of aesthetics and generating purposeful content.

3. Syeda Nooreen Fatima

Was in charge of the Facebook account; A great orator and conducted webinars with grace and ease.

4. Rachna Gowlikar

Was in charge of the LinkedIn account; always up to date with latest happenings and insights.

5. Fariya Tahreem Waheeda

The fireball behind most of the video content and ideas! An absolute beast with work. Around 40% videos belong to her, thankful for her amazing judgement of impactfulness of content and valued opinions.

6. Hafeeza Mumtaz

Came up with the most innovative recipes.

7. Kavya Reddy

Always knew the task at hand.

8. Kritika Agarwal

Ardent fan and critic. Gave very helpful insights and criticism. Great ideas came from her too!

9. Maryam Thahani

The go-to person for any sort of grievance. Well versed with the social media game, content generation tactics. A really helpful teammate!

10. Saleha Sabahat

The worker bee always buzzing with excitement and ideas. Generated content for the Channel and Feed.

11. Yasmin Fathima

Always keen to keep up with environmental issues

12. Vaishnavi

Very enthusiastic and would go beyond means to make things happen!

Link to all Social Media Analytics and work done (in images):

https://drive.google.com/file/d/1CS_ZsagMjfWDEpB5lQQN5yxYd0zxjrxg/view

Name of Core team members with email and mobile no. (Please mention the name of four core team members only)

Name of the Student	Contact No.	E-mail Id
Laraib Kehkashaan	7985695506	laraibahmed20@gmail.com
Rachna Gowlikar	7680841024	rachna.gowlikar@gmail.com
Syeda Nooreen Fatima	9703645863	syedanooreen981@gmail.com
Tanisha Mantry	9701205214	tanishamantry005@gmail.com
